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UNITED STATES DEPARTMENT OF AGRICULTURE
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OFFICE OF INFORMATION

HOMEMAKERS' CHAT Wednesday, July 19, 1939

(FOR BROADCAST USE ONLY)

Subject: "TIPS FOR JULY FOOD SHOPPERS." Information from the Bureau of Agricultural Economics, U. S. Department of Agriculture and the Consumer's Counsel, A.A.A.

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The news again today is for the lady who does the family marketing. If you've been buying fruit lately, you know without my telling you that fruit and melon season is already well underway. You also know that peaches, watermelons, apricots, honeydew and honeyball melons are at their season's peak. And you've probably noticed that more cantaloups, new apples, grapes, pears and plums are for sale this month than last. July is the month when you can expect more green corn on the market, and more potatoes, also more poultry, lamb, and better-grade beef. But July is also the month when fewer cherries are for sale - fewer cherries, oranges and eggs, and less pork. Early in July the last strawberry shipments of the season trickle into market.

Though this is the big month for melons, we probably won't have quite so many as we had last year. It looks as if both the cantaloup and watermelon crop will be smaller, especially the watermelon crop. Georgia has a much smaller crop of watermelons than usual and Georgia melons make up the biggest part of our summer watermelon supply. As for melon prices, this is the time of year when they're low.

On the whole, though, city and town markets will probably have much more fruit for sale than they did last year. It looks now as if there would be more apples this year and more peaches, plums, apricots and cherries as well as more lemons. But we'll probably have less grapes, pears and summer oranges than we had last year. Though there weren't so many early peaches, a big crop of late peaches is on schedule this year and these have started to market already.

As no doubt you know, fruit supplies usually increase during the summer months. The heaviest shipments of pears and plums come in September. The heaviest shipments of apples and grapes come in October.

Now for a little news about the crops that are going to canneries this season. They're considerably smaller than last year. Not so many acres were planted to canning vegetables. Probably the supplies of canned vegetables on hand during the coming season won't be so plentiful as they were during the fall, winter and spring just past. Last summer the supplies of canned peas and corn and string beans were the largest on record. This year probably 40 percent fewer peas will go into cans. But you can still have plenty of canned peas because so many have been carried over from last year.

Now a few tips about meats this season. The outlook for summer meat supplies hasn't changed much during the past two weeks. You can expect to see more better-grade beef and pork for sale, but less lamb and lower-grade beef. The 1939 pig crop is going to be large so if you like pork, you can count on plenty of it.

By the way, have you the two Department of Agriculture leaflets on cooking pork with some of the best recipes you can imagine for this excellent meat? You are welcome to a copy of "Pork in Preferred Ways," Leaflet No. 45. That leaflet gives the latest methods of cooking fresh pork. There's another leaflet on cooking ham and bacon and other cured pork cuts. This is Leaflet No. 81 called "Cooking Cured Pork." Both leaflets are free while the supply lasts. Write direct to the Department of Agriculture, Washington, D.C. and ask for either one or both.

What news of poultry and eggs? The situation has changed very little in recent weeks. For the remainder of the year you can expect larger supplies of eggs and poultry than during 1938.

As for potatoes, there won't be so many during July and August this year as there were last year. In fact, there will probably be 15 percent fewer potatoes in the States that produce the most.

That's all the special tips I have today for the lady who buys food for the family. But I'd like to remind you once again that 8 foods have been listed by the Secretary of Agriculture as surplus commodities because of abundant supplies. So all marketers will do well to keep these 8 foods in mind as generally good bargains at the present time. They are: butter, eggs, oranges and grapefruit, dry beans, dried prunes, wheat and graham flour, and corn meal.

And once again, the 2 free leaflets on cooking pork are: Leaflet No. 45, "Pork in Preferred Ways," and Leaflet No. 81, "Cooking Cured Pork." Send a postcard asking for these to the Department of Agriculture, Washington, D. C.

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